

INSCOM INSIGHT

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Fort Meade fire emphasizes safety

by Staff Sgt. Christina M. O'Connell
INSCOM Public Affairs

A six-alarm fire broke out in the 902nd Military Intelligence Group, U.S. Army Intelligence and Security Command, building at Fort George G. Meade, Md., the afternoon of Oct. 20.

The building suffered damage to a portion of the roof, and the cause of the fire is still under investigation.

Everyone in the building was safely evacuated and the fire was extinguished before sunrise, according to the Fort Meade Public Affairs Office Oct. 20 press release.

"Fort Meade emergency services personnel, working closely with the fire departments of our neighboring counties and cities, were able to contain the blaze and ensure no further damage was caused," said Col. Kenneth O. McCreedy, the installation commander.

"The installation continues to support the 902nd Military



photo by Craig Thoburn

From left, Francis Szuba, Fort George G. Meade deputy fire chief, Col. Kenneth O. McCreedy, Fort Meade installation commander, Lt. Col. James Peterson, director of Fort Meade Emergency Services, and Col. Christopher Winne, 902nd Military Intelligence Group commander, assess the roof damage.

Intelligence Group as they assess the damage and continue on with their mission," said McCreedy.

The 902nd MI Group fire reinforces the INSCOM safety office's message that there is critical need for all units to keep

safety as a top priority. Fire alarms must be checked, fire extinguishers must be available and serviceable, and evacuation plans must be in place.

(Editor's note: Some information provided by the Oct. 20 Fort Meade PAO press release.)

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NOTES *for the* SOLDIER

Foreign language pay cap increases

The Army increased the special pay cap on Foreign Language Proficiency Pay from \$300 a month to \$1,000 for active duty officers, warrant officers and enlisted Soldiers as of Aug. 18.

APFT requirements change for NCOES

Soldiers attending training courses, such as the Basic or Advanced Noncommissioned Officer Courses or Warrior Leaders Course, are no longer required to pass an Army Physical Fitness Test to graduate, according to the revised Army Regulation 350-1. APFT failures will receive graduation paperwork indicating that they "marginally achieved course standards."

The change was made to ensure Soldiers receive the proper training before deploying, since APFT failures are still considered deployable.

For more information, refer to AR 350-1.

CFC kicks off

The Combined Federal Campaign kicked off Oct. 1 and runs through Dec. 1. Soldiers are encouraged to donate to their choice of charities.

For more information, contact your unit representative.

BOSS Thanksgiving dinner, festivities

The Fort Belvoir Better Opportunities for Single Soldiers will host a Thanksgiving dinner for Soldiers at the BOSS building on Fort Belvoir from 7 p.m. to midnight, Nov. 17. Dinner, movies and a DJ are all part of the evening's activities.

For more information, contact Staff Sgt. Christina O'Connell at 703-428-4693.

Operation Sugarplum nominations

Fort Belvoir Army Community Services is seeking nominations of military and Department of Defense families in need of a little help over the holidays for Operation Sugarplum.

Nominees will be paired with adopters and anonymously provide a wish list for the holiday season.

Nominations for families, as well as applications for adopters, must be turned in by Nov. 15.

For more information, contact your command or Faithleen Henderson at 703-805-4152.

Army Strong

All Soldiers should be sure to check out the new Army Strong campaign video and information at www.us.army.mil

The public launch of the Army Strong campaign will begin Nov. 9.



ARMY STRONG.SM



photo by Spc. Jason Dangel

INSCOM INSIGHT

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Send articles, photographs, graphics or story ideas to: INSCOMPao@mi.army.mil, or to 8825 Beulah St., Fort Belvoir, VA 22060. For additional information, call (703) 428-4965.

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INSCOM Soldier attends White House Iftaar dinner

by Staff Sgt. Christina M. O'Connell
INSCOM Public Affairs

President George W. Bush welcomed Muslim military members into the White House for an Iftaar Dinner, Oct. 16. Among the guests were two Soldiers, one of which serves at the U.S. Army Intelligence and Security Command.

Master Sgt. Samir Abdulaziz, INSCOM equal opportunity advisor, was nominated as an "outstanding Muslim Soldier" by the Army to attend the Iftaar dinner at the White House and meet the president.

"I was in Korea when I found out," said Abdulaziz. "I was like 'wow, I get to go to the White House?' It's a once in a lifetime event and not just to go there, but to sit with the president. I was very, very thrilled."

The dinner was held in recognition of the Muslim holiday Ramadan, which is an important holiday when Muslims take time for prayer and fasting. Muslims fast during the daylight hours for the month of Ramadan, and spend the evening with family and friends, breaking fast with a large meal and in prayer.

"It was important that the president took the time out to break fast with us and acknowledge Ramadan," said Abdulaziz. "There are roughly seven million Muslims in the U.S. and it felt good to be acknowledged."

Abdulaziz joined the other guests in a sunset prayer in the

East Wing of the White House before dinner. The president took to the podium before the meal was served and thanked his guests for attending.

"Islam is a religion that brings hope and comfort to more than a billion people around the world," said Bush. "And tonight we honor the traditions of a great faith by hosting the Iftaar here at the White House."

Abdulaziz was pleased to be seated at the same table as the Ambassador of Uganda, next to Secretary of State Condoleezza Rice's table and close enough to the president to enjoy his jokes.

Abdulaziz said he wasn't sure what to expect, but that seeing the president laughing and talking was the most memorable moment of the evening.

"He was talking to people and making jokes like a regular person," said Abdulaziz of Bush. "It was great."

The White House has hosted an Iftaar dinner during the month of Ramadan for

the past six years in honor of the many Muslim citizens in the U.S.

"Ramadan and the upcoming holiday seasons are a good time to remember the common values that bind us together," said Bush. "Our society is enriched by our Muslim citizens whose commitment to faith reminds us of the gift of religious freedom in our country."



courtesy photo

Master Sgt. Samir Abdulaziz, INSCOM equal opportunity advisor, stands in the White House prior to the Iftaar Dinner hosted by the president, Oct. 16.

501st to open largest DFAC in Korea

by Staff Sgt. Christina M. O'Connell
INSCOM Public Affairs

The 501st Military Intelligence Brigade is scheduled to hold a Ribbon Cutting Ceremony for the new barracks and dining facility at Zoekler Station, Camp Humphreys, Korea, from 1 to 2 p.m., Nov. 4.

The ceremony will recognize the continued transformation of U.S. Forces Korea. The new complexes feature six-story barracks buildings with 204 rooms in the 2+2 design. The complex also features the largest dining facility in Korea with an 800-person capacity.

A special meal will be served in the DFAC from noon to 1 p.m., and from 1:30 to 2 p.m. following the ceremony.

The project cost nearly \$30 million and has been underway



courtesy photo

The new dining facility (above) is the largest DFAC in Korea, with an 800-person capacity. The DFAC is part of Camp Humphreys' new complex, which also includes a 204-room barracks building.

since September 2003. The facility has been open to 501st MI Brigade Soldiers since September.

For more information, or to

attend the ceremony, contact Maj. John Chu by phone at DSN 754-3092, or by e-mail at john.chu@mi.army.mil



U.S. Army photo

ALL-AMERICAN BOWL

Active Army, Reserve and National Guard Soldiers are invited to receive national and hometown recognition for serving our nation while also meeting some of the top football athletes in the country during the 2007 All-American Bowl Jan. 6 in San Antonio, Texas.



If you have served in Operations Enduring or Iraqi Freedom, and received a Silver or Bronze Star, or a Purple Heart, you may be eligible to participate in the week-long activities Jan. 2-7.

For more information and complete eligibility requirements, contact Brian Murphy at 703-428-4697.

SecArmy announces Army HQ realignment

On Dec. 14, 2005, I directed the development of a plan to realign current Department of the Army Major Army Command (MACOM) headquarters consistent with Decision Point 58 of the Army Campaign Plan. I approved, in concept, new headquarters definitions, the alignment of each headquarters based on these definitions, and their relationships with Headquarters, Department of the Army (HQDA). I have decided to implement the plan as presented to me in the Army Campaign Plan, Decision Point 58 Implementation Brief dated Sept. 28, 2006. This decision adapts the Army headquarters command structure to execute Military Department Title 10 functions with a view to administering and supporting, more effectively and efficiently, the transformed, campaign-quality operating force with joint and expeditionary capability.

I have approved the following definitions:

Army Command (ACOM):

An Army force, designated by the Secretary of the Army, performing multiple Army Service Title 10 functions across multiple disciplines. Command responsibilities are those established by the Secretary.

Army Service Component Command (ASCC): An Army force, designated by the Secretary of the Army, comprised primarily of operational organizations serving as the Army component of a combat-

ant command or subunified command. If directed by the combatant commander, an ASCC serves as a Joint Forces Land Component Command (JFLCC) or Joint Task Force (JTF). Command responsibilities are those assigned to the combatant commanders and delegated to the ASCC's and those established by the Secretary of the Army.

Direct Reporting Unit (DRU): An Army organization composed of one or more unites with institutional or operational support functions, designated by the Secretary of the Army, normally to provide broad general supports to the Army in a single, unique discipline not otherwise available elsewhere in the Army. DRUs report directly to a HQDA principal and/or ACOM, and operate under authorities established by the Secretary of the Army.

The following Army elements will be designated as ACOMs, ASCCs and DRUs respectively:

• Army Commands:

United States Army Forces Command (FORSCOM), which is also an ASCC; United States Training and Doctrine Command (TRADOC); and United States Army Materiel Command (AMC).

• Army Service Component Commands: United States Army Europe (USAREUR), United States Army

Central (USARCENT), United States Army North (USARNORTH), United States Army South (USARSO), United States Army Pacific (USARPAC), United States Army Special Operations Command (USASOC), Military Surface Deployment and Distribution Command (SDDC), United States Army Space and Missile Defense Command/Army Strategic Command (SMDC/ARSTRAT), and Eighth Army (EUSA). FORSCOM is both an ACOM and the ASCC of United States Joint Forces Command.

• Direct Reporting Units:

United States Army Network Enterprise Technology Command/9th Signal Command (Army) (NETCOM/9th SC(A)), United States Army Medical Command (MEDCOM), **United States Army Intelligence and Security Command (INSCOM)**, United States Criminal Investigation Command (USACIDC), United States Army Corps of Engineers (USACE), United States Army Military District of Washington (MDW), United States Army Test and Evaluation Command (ATEC), United States Military Academy (USMA), United States Army Reserve Command (USARC), United States Army Acquisition Support Center (USAASC), and the United States Army Installation Management Command (IMCOM).

VA announces 'Veterans Pride' initiative

by Department of Veterans Affairs
Army News Service

WASHINGTON – Leaders of major veterans organizations joined Veterans Affairs Secretary R. James Nicholson Oct. 18 in launching an effort to “kindle a new spark of patriotism” by asking men and women who have served in the military to wear their medals on Veterans Day.

“We are announcing a ‘Veterans Pride Initiative’ to remind Americans of the pride and honor in the hearts of those who have served,” Nicholson said at a news conference at VA headquarters.

“We expect Americans will see our decorated heroes unite in spirit at ceremonies, in parades and elsewhere as a compelling symbol of courage and sacrifice on Veterans Day, the day we set aside to thank those who served and safeguarded



Department of Veterans Affairs photo

Veterans Affairs Secretary R. James Nicholson, along with leaders of major veterans organizations, announces the Veterans Pride Initiative at the Department of Veterans Affairs headquarters in Washington, D.C., Oct. 18.

our national security.”

The campaign is modeled after a tradition in Australia and New Zealand, countries who honor the Australian and New Zealand Army Corps on April 25 each year, VA officials said.

Nicholson said he hopes a U.S. tradition will ensue to emulate this pride in being a

veteran and in honoring the nation's veterans.

VA is offering information about the campaign at www.va.gov/veteranspride, where veterans also can obtain information about how to replace mislaid medals and learn how to confirm the decorations to which they are entitled.

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This decision will be implemented by publication of HQDA General Orders designating each affected organization as an ACOM, ASCC, or DRU, and the promulgation of a new Army Regulation 10-87, Army Commands, Army Service Component Commands, and Direct Reporting Units.

Effective immediately, commanders of all ACOMs and ASCCs may exercise any authorities previously exercised by MACOM commanders.

Similarly, the Administrative Assistant to the Secretary of the Army shall exercise these responsibilities for the HQDA, as authorized, and may redelegate this authority

to staff principals, as appropriate.

The commander of a DRU may continue to exercise any authority that was granted to him by the virtue of his organization's prior status until that authority is rescinded or revised.

Francis J. Harvey
Secretary of the Army

FOCUS ON SAFETY

'Tis the season to travel



The season of holiday travel is upon us. Plans are being made for long journeys to visit friends and families, and share the holiday spirit. Thousands head onto the highways or into the airports during this busy time, and there are some safety tips for keeping you and your family safe.

Navigating the Airport



- Fly nonstop. Fewer connections reduce the chance of a delay. If you cannot fly direct, allow yourself plenty of time between connecting flights.

- Fly early in the day. If your scheduled flight is cancelled, you'll have a better chance being rebooked on another flight that same day. Also, statistics show flights scheduled earlier in the day have a better on-time performance than later flights.

- Avoid peak travel days. The busiest days to travel are those immediately before and after the actual holidays. Travel two days before and after Thanksgiving, Christmas and New Years Day.

- If bumped from a flight, know your rights. If you are bumped, the Department of Transportation requires airlines to provide you with a written statement describing your rights, alternate travel plans and compensation.

Navigating the Open Road

The joyous holiday season can quickly turn to tragedy when families are faced with the terrible consequences of motor vehicle crashes. Drivers should have only one goal when they get behind the wheel -- to get to their destination safely.

- Maintain your car. Check the battery and the tread on your tires, keep your windows clear, put no-freeze fluid in the washer reservoir and check your anti-freeze.

- Plan your route. Give yourself plenty of time to get to your destination (check weather reports and leave early if necessary), and let others know your route and planned arrival time.

- Buckle up! Make sure everyone in your vehicle is properly restrained, including all children and backseat passengers.

- Drive defensively, not aggressively. Don't speed, tailgate or engage in other dangerous driving behaviors. Don't react to aggressive drivers by becoming one of them yourself.



- Avoid drowsy driving. Get a good night's sleep before a long trip, schedule regular stops and drive with a companion.

- Avoid alcohol and medi-

cations (avoid driving, even for a short distance, if you've been drinking). The results of drinking and driving at holiday parties can be deadly.

- Don't leave valuables in your car. Pack all items, especially brightly wrapped packages, in the trunk.

- Make driving fun. View it as part of the holiday, not as a chore.

Winter Travel



- Have emergency equipment on hand. Items such as a first-aid kit, flashlight, blankets, batteries, jumper cables, abrasive material (such as sand or kitty litter), shovel, snow brush and ice scraper, and warning devices (like flares or reflective devices). For longer trips, add snacks and drinking water, medication and a cellular phone.

- If you stop or stall, stay with your car. If you run your car, clear exhaust pipe and run it just enough to stay warm.

It is also crucial that drivers be alert while operating a vehicle. According to the National Highway Traffic Safety Association, driver distractions such as cell phone use, eating and drowsiness, are the leading cause of most crashes and near-crashes.

Overseas troops, U.S. citizens still have time to vote absentee

By Sgt. Sara Wood
American Forces Press Service

WASHINGTON – Servicemembers and U.S. citizens living overseas still have time to register, request a ballot and vote in November's mid-term elections, the Defense Department official in charge of the absentee voting program said Oct. 18.

While the registration deadlines for some states have passed, absentee voters can still register and request a ballot from about 30 states, said Polli Brunelli, director of the Federal Voting Assistance Program. She also urged overseas citizens who have received a ballot to complete it and send it in to ensure their votes are counted.

"If you've gotten your ballot,

vote it and return it," Brunelli said. "If you haven't gotten your ballot, if you haven't registered and you want to register, there's still time to do it in many states."

The Federal Voting Assistance Program Web site, at www.fvap.gov, has state-by-state information on registration and voting deadlines. The site also offers a feature that lists electronic voting options for absentee voters, such as faxing or e-mailing ballots.

Because the mail system can be irregular, many states are instituting these electronic options for absentee voters, Brunelli said. It's up to the individual states to decide what is acceptable, she said, but about 35 states allow a blank ballot to be faxed to overseas citizens, and about 26 states allow a voter to send back a voted

ballot by fax. These electronic options are helpful for troops deployed overseas, who often can't rely on the mail system, she noted.

If overseas citizens have not received their ballots yet, they can use a Federal Write-in Absentee Ballot, which is available at U.S. embassies, consulates and military installations, Brunelli said. These ballots are accepted by all states and allow the citizen to vote for federal offices, she said.

However, if someone has completed the write-in ballot and receives a state ballot later, they should still complete and send in the state ballot.

The military has about 1.4 million potential absentee voters, and federal employees and other citizens living overseas bring that number up to a potential 6 million.



photo by Bob Bills

Language Program of the Year Award

Lt. Gen. John F. Kimmons (right), U.S. Army deputy chief of staff for intelligence, presents the 2005 Department of the Army Command Language Program of the Year Award to Col. Stephen G. Fogarty, 116th Military Intelligence Group commander during the U.S. Army Intelligence and Security Command's Senior Leaders' Conference, Sept. 14, at Fort Belvoir, Va. The 116th MI Group will also be presented with the 2005 Defense Command Language Program of the Year Award at the Annual Command Language Program Manager Conference in Monterey, Ca., Nov. 6.

Highlight History

BYGONE BADGES

As the Army rapidly mobilized for deployment to Europe in 1917, it created its first body of trained counterintelligence specialists—the Corps of Intelligence Police (CIP)—to conduct undercover investigations of individuals and organizations.

Fearing sabotage at home and needing security for the American forces overseas, Army leaders thought that investigations of Army personnel would be best carried out by other Soldiers.

With officers in short supply, the CIP used enlisted Soldiers as its agents. Consequently, the agent's badge and credentials came to represent his investigative authority, and initially, his arrest powers.

In November 1917, the Army allotted 250 CIP agents as part of its state-side counterintelligence program. The agents were issued oval-shaped silver and black enamel

badges (shown to the right) inscribed with "War Department Military Intelligence."

An intertwined "U.S." in the center of the badge looked much like a large dollar sign. Ironically, the War Department had paid civilian investigators only \$4 a day, plus expenses.

In Europe, the American Expeditionary Forces had its own dedicated counterintelligence elements with each field corps. One of these agents, Sgt. Peter DePasqua, became the first to receive a citation for "exceptionally meritorious and conspicuous services."

Working undercover, DePasqua detected and foiled an espionage plot against U.S. forces. When not undercover, CIP special agents carried a gold shield with the American



eagle perched on its crest and the inscription "War Department Corps of Intelligence Police."

During World War II, the Army replaced the CIP with the Counter Intelligence Corps to meet the increased demands.

By April 1942, the issue of new CIC special agent credentials and badges had begun. The new CIC badges looked very much the same as DePasqua's badge, the only difference being the words "Corps of Intelligence Police."

More Army counterintelligence artifacts are displayed in the lobby and on the second floor of the Nolan Building. Badges and credentials from CI's early years are also exhibited in INSCOM's new online museum at http://www.inscom.army.mil/museum/vm_index.asp

General Douglas MacArthur Leadership Award



For more information, contact Ron Gunter or Gloria Rallis at 703-428-4687/4681.

It is time to begin submitting nominations for the General Douglas MacArthur Leadership Award and earn junior officer leaders the recognition they deserve. The award recognizes company grade officers who demonstrate the ideals for which MacArthur stood—duty, honor and country.

INSCOM nominations must be turned in by Dec. 8 for consideration.

All nomination packets must include the following:

- A memorandum endorsed by the nominee's chain of command.
- Single page with full name, rank, social security number, branch, unit and address, position, phone number, home address and phone number, and e-mail address.
- Leadership accomplishments during FY05 in a narrative summary no longer than two full pages, double-spaced and 12-point type size.
- Current Officer Record Brief.

*Reenlistment on...***GROUND ZERO**

by Tina Miles
902nd MI Group

Reenlistments take place nearly every day in the U.S. Army, however, seldom do they occur at a more worthy location than Ground Zero.

Sgt. Kyle M. Fratz stood overlooking Ground Zero, raised his right hand and swore to defend his country against all enemies. It could be difficult to find a more befitting place to give such allegiance.

Fratz, a noncommissioned officer with the 902nd Military Intelligence Group, selected the location for his reenlistment

because the events on 9-11 were the main reason he joined the Army. While he didn't personally know any of the victims lost in the tragic events of 9-11, Fratz still took it hard and he took it personal.

"I was completely overwhelmed that day," he recalled.

Fratz said before that day in September, he never even thought about joining the military, but had planned to go to college and play soccer. After 9-11, Fratz decided the Army was definitely his calling.

With special permission, Fratz was allowed to reenlist at Ground Zero with his family and friends present. The small

ceremony took place in front of the memorial created by families who lost their loved ones in the events of 9-11.

"I was honored that they let me reenlist there," Fratz stated. "When you stand at Ground Zero, you realize it's not just a hole in the ground and you literally relive every emotion you felt when you watched it on television back in 2001."

Fratz enlisted immediately after graduating high school in 2003, at the age of 17, and his parents had to sign for him. They were reluctant at first because Fratz was turning down college scholarships offered prior to his enlistment.

"It initially broke my mom's heart," Fratz said, "but now she couldn't be more proud."

Fratz' younger brother, Tyler, agreed.

"Kyle had a hard time getting Mom to sign the papers, thinking he could do better," said Tyler. "But now she knows he made the right choice."

Tyler said he is equally proud of his brother because Fratz is "happy and doing what he wants to do." Tyler does get worried at times with the state of world affairs, but he takes solace in knowing that Fratz is well trained.

"I know he will do what he needs to do to stay safe," Tyler said.

All parents want the best



courtesy photo

Sgt. Kyle M. Fratz, 902nd MI Group, raises his hand and swears the oath of reenlistment overlooking Ground Zero with family and friends present.

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Secretary of the Army's message: Army Strong

To the Army family:

For 231 years our Army has been the vanguard of freedom around the globe. Our ability to fulfill this vital role for the nation depends on each of you, and on the work you do every day. It also depends on our ability to fill the Army's ranks in the future with committed and capable volunteer Soldiers.

On Oct. 9, I announced the beginning of our effort to inform you about the Army Strong Ad campaign at the Association of the United States Army Annual Symposium in Washington, D.C. The Chief of Staff of the Army, Gen. Pete Schoomaker, and I are confident that the new Army Strong campaign captures the unique character of the Soldier. As we all know, you become a stronger person by becoming a Soldier. This is a special kind of strong... it's Army Strong!

We will take a full 30 days to explain this campaign as well as possible to help you - our Soldiers, Army civilians, family members and our community champions understand what it is and the meaning behind it. Watch the video which represents the essence of this campaign at www.us.army.mil. The public launch (television commercials, new posters, etc.) will take place Nov. 9.

Army Strong stands for a big idea. It speaks to the truth about the U.S. Army - that Soldiers develop

mental, emotional and physical strength forged through shared values, teamwork, experience and training... that by making the decision to join the Army, an individual is choosing to recognize potential strength within him or herself and develop it further... that an individual Soldier is choosing to take charge of his or her future and career... that Soldiers actively choose to make a difference in their lives, their families, their communities and for their nation.

I firmly believe Army Strong is the truth. I speak often with Soldiers as I know you also do. In different words and in different ways, over and over again, I hear the story of strength.

Schoomaker and I are asking for your full support of this important campaign. Every time you go into your community, when you walk through an airport or any other activity in your daily life, you are the most effective demonstration of the Army Strong. We are asking you to represent Army Strong. We are asking you to encourage others to visit www.goarmy.com to learn more about the U.S. Army.

You are Army Strong.

Francis J. Harvey
Secretary of the Army

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for their children's future and security, and Fratz's mother is no exception.

"I didn't think that [security] was the military," said Nancy (Trish) Fratz. "Little did I know that my son was wise beyond his years when he made the decision to enlist."

Trish admits that Fratz chose the best route for himself and apologized to him after his reenlistment in April for her original objection.

"Everyone around him was so impressive and caring, telling him to take opportunities for education and all the things a parent would encourage their own children to do," Nancy said.



courtesy photo

Fratz chose Ground Zero for his reenlistment location because the events of 9-11 were the main reason he decided to join the Army back in 2003.

Recruiting messages help keep Army rolling along, ranks filled

by Mary Kate Chambers
Army News Service

The recent announcement of the Army's new advertising campaign – Army Strong – follows earlier slogans of “Be All That You Can Be” and more recently “An Army of One,” to attract recruits into the all-volunteer Army.

Slogans, along with recruiting posters, have been used by the Army since the earliest days to help fill its ranks. After Congress voted to create the Continental Army on June 14, 1775, posters – also known as handbills and broadsides – were used to generate enthusiasm for service in the Revolutionary War. During the War of 1812, posters with more elaborate artwork were a popular means of enticing recruits.

Posters and patriotism continued to attract recruits during the war with Mexico and the Civil War. But Civil War posters didn't quite lure enough individuals into the ranks, so both the Union and the Confederacy eventually turned to conscription. When President Lincoln issued the Emancipation Proclamation in 1863, Union posters appeared enticing freed slaves to the call of duty. Many chose to serve, as they had in previous wars.

Newspapers gave exten-

sive coverage of the sinking of the battleship USS Maine in Havana harbor in 1898, and when war broke out with Spain in the aftermath of the sinking, many joined the Army.

“I Want You”

In 1917, shortly after America's entry into World War I, Congress passed the Selective Service Act, authorizing the registration and draft of all able-bodied men between the ages of 21 and 30. Recruiting posters proliferated, as the Army still preferred to enlist willing volunteers, especially those with needed skills.

Posters targeted recruits for the U.S. Army as well as for particular occupational specialties such as tanks, engineers and transport. The hit “Over There” also proved a popular patriotic song that served to boost enlistment.

During World War I, perhaps the most popular recruiting poster ever produced was the “I Want You For the U.S. Army,” which featured an illustration of Uncle Sam pointing a finger at the viewer. The poster proved so popular that it was continued through the next big



Recruiting posters used by the U.S. Army during World War I and II.

conflict — World War II.

A proliferation of colorful recruiting posters emerged in World War II, with the Army once again targeting particular occupational specialties like infantry, Women's Army Corps, Signal Corps, Army Nurse Corps and the U.S. Army Air Forces. As in World War I, Congress found it necessary to instate the draft, as posters and other incentives were not quite enough to entice enlistees.

The draft continued through the Korean and Vietnam wars, along with posters and recruiting incentives like the G.I. Bill, enlistment bonuses and the opportunity to learn valuable technical skills. During this time period, African-Americans and

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other minorities were fully integrated into the armed forces and the services became much more representative of the general population. Also, a greater number of Army jobs were opened to women.

“Today’s Army Wants to Join You”

In 1971, near the end of the draft, the Army’s campaign was “Today’s Army Wants to Join You.” This was met with some opposition from Soldiers and veterans groups who were concerned that appealing to people to join the Army by using commercials, much like one would to sell them a consumer product, would attract people who were not well-suited for military service, resulting in a low-quality force.

They said the ads leaned too heavily on monetary incentives and concessions and less on the warrior aspect.

When conscription ended in 1973, the Army introduced a tougher, more realistic cast to the service in “Join the People Who’ve Joined the Army,” a campaign developed by advertising agency N.W. Ayer. The agency worked with the Army from 1969 to 1987. Then, “This is the Army” was introduced in 1978.

From 1973 through 1976, the Army met its recruiting mission. However, in the late 1970s, budget cuts, elimination of the Vietnam-era GI Bill and

the failure of entry-level pay to keep up with inflation were detrimental to Army recruiting.

In 1979, the service missed the mission by more than 17,000. Gen. Edward “Shy” Meyer, then chief of staff, told Congress that the Army was a “hollow” organization.

To begin to turn things around, the Army brought back two-year enlistments and advertising and recruiter support funds were restored.

A big shot in the arm came from the assignment of then Maj. Gen. Maxwell Thurman as commanding general of Recruiting Command. He led an overhaul of management structure and command and control systems and implemented a more precise recruiter mission methodology.

“Be All You Can Be”

In January 1981 “Be All You Can Be” became the Army’s catchphrase. The jingle that went along with it was so popular and effective that Advertising Age magazine listed it as the number two refrain of the 20th century.

The motto propelled the Army through the 1980s, but by the mid-1990s, a robust economy resulted in a new recruiting climate.

Youth propensity to serve dropped. Ad agency Young and Rubicam, which had gained the Army account in 1987, tried to build on the campaign, but by 2000, it was felt that “Be All You Can Be” no longer resonated.

“An Army of One”

Leo Burnett, an agency based in Chicago, was contracted and developed a new advertising strategy. In January 2001, “An Army of One” debuted. It targeted high-quality prospects and drove them to *goarmy.com* and to the 800 recruiting phone number.

Initially, many argued that “An Army of One” slogan worked against the teamwork approach in the Army. But Army leaders said that criticism neglected other positive elements of the campaign, and that the slogan didn’t stand alone.

New to this campaign was a push toward the Hispanic market, with Spanish-language advertisements featuring the tagline: Yo Soy el Army. Additionally, TV ads were aired that appealed to a more information technology savvy youth and later, America’s Army Game, a popular video game, was made available as a free Internet download.

Lastly, the Army sponsored NASCAR, hot rod and professional bull-riding teams, with the Army logo emblazoned on the team uniforms and vehicles.

During the current war on terror, a “call to duty” emphasis has once again resonated with youth, as it has for generations of Americans.

For more information on Army Strong, visit www.army.mil

(Editor’s note: David Vergun contributed to this article.)